

## ORDER



**Orders**  
**Order / Rev:** 726488  
**Alt Order #:** 06402239  
**Product Desc:** RNC EST 3559  
**Estimate:** 3559  
**Flight Dates:** 11/02/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** National Republican Committee  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot,PL-Federal  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	35	\$101,300.00	\$86,105.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	35	\$101,300.00	\$86,105.00	0.00
<b>Totals</b>	<b>35</b>	<b>\$101,300.00</b>	<b>\$86,105.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	26%	\$101,300.00
Market	100%	\$389,615.38

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	21%	\$81,819.23
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	15%	\$58,442.31
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	36%	\$140,261.54
WFTC	2%	\$7,792.31

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	11/02/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035P	----F--	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
		KARE11NWS-10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$5,500.00			0.00			
E 2	KARE	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		TONITE SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2			\$1,300.00			0.00			
E 3	KARE	11/02/12	11/02/12	M-F 3-4p DR OZ	CM	3-4p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		DR. OZ													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$800.00			0.00			
E 5	KARE	11/04/12	11/04/12	NBC Nightly News NBC Nightly News	CM	530-6P	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		NBC NITELY NWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1			\$10,000.00			0.00			
E 6	KARE	11/02/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$3,750.00	P-2	0.00	NM	1	\$3,750.00
		KARE11NWS-6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$3,750.00			0.00			
E 7	KARE	11/02/12	11/02/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		ENT TONIGHT 30													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1			\$4,500.00			0.00			
E 8	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
		KARE11NWS-10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$5,500.00			0.00			
E 9	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		TONITE SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2			\$1,300.00			0.00			
E 10	KARE	11/05/12	11/05/12	M-F 3-4p DR OZ	CM	3-4p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		DR. OZ													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$800.00			0.00			
E 12	KARE	11/05/12	11/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	M-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		KARE11-SUNRS@5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2			\$350.00			0.00			
E 13	KARE	11/05/12	11/05/12	NBC Nightly News NBC Nightly News	CM	530-6P	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		NBC NITELY NWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$10,000.00			0.00			
E 14	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$3,750.00	P-2	0.00	NM	1	\$3,750.00
		KARE11NWS-6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1			\$3,750.00			0.00			
E 15	KARE	11/05/12	11/05/12		CM	6-7a	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6-7a KARE 11 Sunrise M-F															
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
E 16	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$4,500.00		0.00			
E 17	KARE	11/05/12	11/05/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----					1	\$1,800.00		0.00			
E 18	KARE	11/03/12	11/03/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$5,500.00	P-2	0.00	NM	1	\$5,500.00
KARE11NWS-10SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						1	\$5,500.00		0.00			
E 19	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						2	\$2,500.00		0.00			
E 22	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						1	\$2,250.00		0.00			
E 23	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						2	\$300.00		0.00			
E 24	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	4	\$1,350.00	P-2	0.00	NM	4	\$5,400.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S-						4	\$1,350.00		0.00			
E 26	KARE	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	2	\$9,000.00	P-2	0.00	NM	2	\$18,000.00
NBC SUN-FTBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	-----S						2	\$9,000.00		0.00			
E 27	KARE	11/06/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-T-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
KARE11-SUNRS@5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	-T-----						2	\$350.00		0.00			
E 28	KARE	11/06/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	-T-----						1	\$2,000.00		0.00			
E 29	KARE	11/06/12	11/06/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/11/12	-T-----						1	\$1,800.00		0.00			
N30	KARE	11/02/12	11/02/12		CM	Fri Prime	----F--	:30	1	\$1,250.00	P-2	0.00	NM	1	\$1,250.00

Order / Rev:	726488
Alt Order #:	06402239
Flight Dates:	11/02/12 - 11/06/12

Advertiser:	National Republican Committee
Product Desc:	RNC EST 3559
Estimate:	3559

**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Fri Prime											
				Fri Prime		(6:58 PM-8:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,250.00		0.00			
													Totals	35	\$101,300.00